

UNIVERSITI TEKNOLOGI MARA

**MALAYSIAN ANIMATED TV SERIES:
UPIN & IPIN THROUGH PIAGET'S
COGNITIVE DEVELOPMENT**

NOR ' ANIRA BINTI HARIS

Thesis submitted in fulfillment
of the requirements for the degree of
Master of Arts

Faculty of Film, Theatre and Animation

April 2016

CONFIRMATION BY PANEL OF EXAMINERS

I certify that a Panel of Examiners has met on 3rd November 2015 to conduct the final examination of Nor'Anira Binti Haris on his Master of Arts thesis entitled "Malaysian Animated TV Series: *Upin & Ipin* Through Piaget's Cognitive Development" in accordance with Universiti Teknologi MARA Act 1976 (Akta 173). The Panel of Examiners recommends that the student be awarded the relevant degree. The panel of Examiners was as follows:

Solehah Ishak, PhD
Professor
Faculty of Film, Theatre and Animation
Universiti Teknologi MARA
(Chairman)

Norman Yusoff, PhD
Head of Postgraduate Studies
Faculty of Film, Theatre and Animation
Universiti Teknologi MARA
(Internal Examiner)

Muhammad Zaffwan Idris, PhD
Faculty of Art, Computing and Creative Industry
Sultan Idris Education University
(External Examiner)


SITI HALIJJAH SHARIFF, PhD
Associate Professor
Dean
Institute of Graduates Studies
Universiti Teknologi MARA
Date : 15th April, 2016

AUTHOR’S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulation of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as reference work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student : Nor ‘ Anira Binti Haris
Student I.D. No. : 2011399035
Programme : Master of Artistic and Creative Technology
Faculty : Film, Theatre and Animation
Thesis Title : Malaysian Animated TV Series:
Upin & Ipin Through Piaget’s Cognitive
Development

Signature of Student : 

Date : April 2016

ABSTRACT

Malaysia's animated TV series, *Upin & Ipin* is one of the biggest names when it comes to the animation industry. *Upin & Ipin*'s ability to attract a large number of local and international fans has inspired an investigation into the internal workings of the elements that contribute to its success. This research aims to identify the content development of the *Upin & Ipin* series in association with notions of child psychology. By framing Piaget's Theory of Cognitive Development, this research explores the development of a child's psychology in efforts to formulate animation content best suited for a young viewership. The research identifies with young children below the age of twelve with regards to their preference and interests through observation and questionnaire survey. Furthermore, this research paper debates Livingstone (2000) who disagrees with Davies's (1989) view that television is an important medium for children. Although they use different media in their everyday life, television remains the most popular medium and occupies a significant proportion of children's time. And up until 2003, Kaiser Family Foundation has revealed the how's and why's of children watching television. Finally, this research paper has discussed the content and type of stories that psychologically impact and appeal to children.

TABLE OF CONTENTS

| | Page |
|--|-------------|
| CONFIRMATION BY PANEL OF EXAMINERS | ii |
| AUTHOR'S DECLARATION | iii |
| ABSTRACT | iv |
| ACKNOWLEDGEMENT | v |
| TABLE OF CONTENTS | vi |
| LIST OF TABLES | ix |
| LIST OF FIGURES | x |
| LIST OF ABBREVIATION | xii |
| | |
| CHAPTER ONE: INTRODUCTION | |
| 1.1 Introduction | 1 |
| 1.2 Background of the Study | 4 |
| 1.3 Problem Statement | 8 |
| 1.4 Objectives of the Research | 9 |
| 1.5 Hypothesis | 10 |
| 1.6 Scope and Limitation of the Study | 10 |
| 1.7 Significance of Study | 11 |
| 1.8 Conclusion | 13 |
| | |
| CHAPTER TWO: LITERATURE REVIEW | |
| 2.1 Introduction | 15 |
| 2.2 Background of Study | 15 |
| 2.2.1 Introduction to Child Cognitive Development | 15 |
| 2.2.2 Jean Piaget: Theory of Cognitive Development | 20 |
| 2.2.3 The Background: <i>Upin & Ipin</i> Animated Series | 28 |
| 2.3 Children's Film | 32 |
| 2.4 Conclusion | 43 |